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Monday, February 3, 1986

# Advertising Age

Crain's International ... of Marketing

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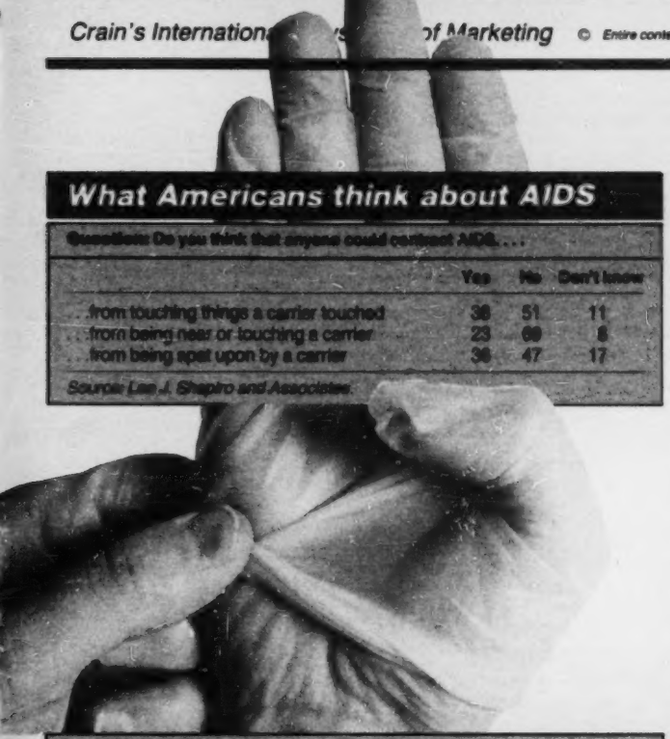

**What Americans think about AIDS**

Question: Do you think that anyone could contract AIDS...

| | Yes | No | Don't know |
|---|---|---|---|
| ...from touching things a carrier touched | 38 | 51 | 11 |
| ...from being near or touching a carrier | 23 | 69 | 8 |
| ...from being spat upon by a carrier | 36 | 47 | 17 |

Source: Lee J. Shapiro and Associates

Fear of AIDS has led to increased sales of rubber gloves.

# AIDS fear poses crisis for some, market for others

By PATRICIA WINTERS

In Alabama, a maker of rubber gloves steps up production to meet demand.

A Norwalk, Conn., company hopes to obtain government approval to tout the anti-Acquired Immune Deficiency Syndrome benefits of a spray disinfectant.

And in New York, a business consultant tells a major food company that it soon will have to deal with the AIDS question in the marketing of its products.

Fear of AIDS has hit the U.S. consumer marketplace. It already is spurring sales of "barrier" products such as rubber gloves and condoms and soon may change the marketing pitch for other products, such as disinfectants. It also has prompted questionable efforts to profit from the AIDS epidemic.

For the food industry, AIDS may pose a new and delicate problem: How to address unfounded consumer fears that consumption of commercial food products could increase the likelihood of contracting the disease.

In interviews last year, BrainReserve, a New York consulting company, found more than half of 2,000 consumers were concerned about the possibility of transmission of AIDS and other diseases in their daily lives.

"The advent of AIDS and other viral diseases will significantly change the American food marketplace over the next decade," said Faith Popcorn, BrainReserve president, who recently relayed her findings to less-than-delighted executives of

(Continued on Page 67)

# Group buys bringing bigger bang to barter

By VERNE GAY

New York—As many as 10 major agencies are negotiating multi-client upfront barter-syndication deals for 1986-87 season worth as much as $500 million, an amount equal to the entire barter-syndication revenues for all of 1985.

Eberstadt Fleming, a Wall Street brokerage house, earlier projected that barter syndication this year will top $641.3 million, indicating that another $140 million could be available in the scatter syndication market.

That figure could be overstated if the network tv market is soft and prices fall, drawing some money now earmarked for syndication back into network tv.

The upfront deals, in which advertisers buy syndicated time for the broadcast year in advance, will be concluded during the next two months. Leo Burnett USA, Chicago, soon will open negotiations for a $100 million-plus package for eight clients. Burnett officials say no timetable has been set. BBDO also is planning to enter the market with its own multi-million-dollar "group" buy, although agency officials would not comment. D'Arcy Masius Benton & Bowles reportedly is putting together a package buy for General Foods, the Texize division of Morton-Thiokol and Richardson-Vicks.

This new buying trend has significant ramifications for syndicators as well as the three networks. Not only will barter syndication continue its growth in revenues, but the tv networks will begin their own upfront market this summer with at least $500 million already diverted from the network sphere. Even if ad budgets are up for 1986-87 (the networks generally are predicting 5% revenue growth), the networks could face a much tighter market than last year.

Further, the networks last year wrote more than $2 billion in upfront business, setting the stage for what appeared to be a brisk broadcast sales year. The network scatter market and network sports sales, however, were weak, and the networks suffered one of their

(Continued on Page 68)

## Arledge predicts more sponsored sports

# Budweiser Super Bowl?

By ROBERT RAISSMAN

New York—Ready to watch the "Budweiser Super Bowl" on tv? Will baseball's World Series become tv's "Lite Beer World Series"?

Roone Arledge, architect and master strategist of ABC Sports, predicts advertisers increasingly will be brought into network tv rights fee negotiations for major sporting events as investors, in exchange for getting brand names on the event's official title.

This trend, already prevalent in professional tennis and golf, last year broke the college football bowl game barrier with the renamed Sunkist Fiesta Bowl. It will probably take off in earnest as early as the 1986-87 broadcast year, according to Mr. Arledge.

In an interview with Advertising Age, the newly appointed group president of ABC Sports and News also said ABC will take a hard line to roll back National Football League rights fees in 1987-88, even if it means giving up "Monday Night Football."

He said ABC will take the same posture with Major League Baseball, adding that the network would give up "Monday Night Baseball" coverage if the rights package doesn't make economic sense.

Other sources close to ABC said that ABC's new parent company, the financially tight-fisted Capital Cities Communications, was "freaked" when it reviewed the current rights deal between ABC and MLB, which expires after the 1989 season.

"It looked [to Cap Cities] like baseball held a gun to ABC's head and ABC didn't really care," said one source close to the situation. "They'll take a hard line next time around."

Cap Cities' influence on ABC sports rights bidding was first felt late last year when the network, after

(Continued on Page 68)

## Last Minute News

### Lorillard eyes women smokers with Newport

New York—Lorillard next week will start testing Newport Slim Lights Box 100s in the Hartford, Conn., area. The product, designed to appeal to young adult female smokers, is packaged in a white box with pastel striping and has a white-tipped filter with the pastel-striped motif carried onto the filter barrel. Advertising uses the over-all Newport theme of "Alive with pleasure," via MCA Advertising. The introductory campaign will make "heavy" use of magazines, outdoor boards and Sunday magazines, Lorillard says.

### Peugeot looks at HCM; Ogilvy resigns

Lyndhurst, N.J.—Peugeot Motors of America is talking to French agency HCM, which handles Peugeot in Europe, and several other, unidentified shops to replace Ogilvy & Mather, New York, on the $14 million account. O&M's resignation, described by the auto marketer as a "mutual decision," came three months after a top-level administrative shakeup at PMA. O&M is considering pitching for the larger accounts of Toyota and Nissan in the U.S. Dancer Fitzgerald Sample, Torrance, Cal., handles Toyota; William Esty Co., Los Angeles, has Nissan.

### Nelson heads Lever division

New York—Wayne Nelson has been named president of Lever Bros.' personal products division. Mr. Nelson formerly was chairman and a member of the executive committee at Johnson & Johnson's Personal

(Continued on Page 8)

# DDB picks Gage to fill Grace post

By STEWART ALTER

New York—Doyle Dane Bernbach, with the last of its three creative directors from the 1970s and '80s resigning within 18 months, has reached back to a leader from the 1960s to take charge.

DDB creative chief Roy Grace, convinced that his role at the agency had become too remote from the creative process, resigned Jan. 30 from his $285,000-plus job and formed his own ad agency with Diane Rothschild, another top DDB creative executive.

Within 2½ hours of Mr. Grace's

(Continued on Page 72)

NEWSREADER
use
gloves
CONGELL AA 0605699 99 VRA
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

# HIGHLIGHTS


**Sponsors to put mark on sports? 1**
Ready to watch the "Budweiser Super Bowl" on tv? Roone Arledge, architect and master strategist of ABC Sports, predicts advertisers will be brought into network tv rights fee negotiations for sporting events as investors, in exchange for getting brand names on the event's official title.

**Barter's getting bigger 1**
As many as 10 major agencies are negotiating multiclient upfront barter-syndication deals for the 1986-87 season worth as much as $500 million, an amount equal to the entire barter-syndication revenues for all of 1985.

**Space commercials get pulled 3**
Most marketers reacted to the tragic space shuttle accident by pulling tv spots with any hint of a space theme. But Rockwell International, a primary shuttle contractor, made no changes.

**DMB&B: Greater than the sum 3**
The merger of D'Arcy MacManus Masius and Benton & Bowles took the agencies one step backward for a chance at great leaps forward. "What we now have is one of the most powerful sets of communications capabilities of any company in the communications business," says DMB&B chairman John Bowen, whose agency is now the sixth or seventh-largest in the world.

**Dipping into the Super Bowl 12**
Even before their Super Bowl XX devastation of the New England Patriots, Chicago Bear players with commercial-endorsement potential already had deals galore. Still, there were winners and losers, according to an Advertising Age survey of agents and professional athletes.

**'Times' gives 'em business 36**
Responding to growing reader interest in business—not to mention the growing ranks of business publications—the *New York Times* is adding *Business World* to its lineup of *Part 2* supplements to its Sunday magazines.

**TreeSweet plans juicy budget 58**
TreeSweet plans to spend at least $19 million this year to advertise its Awake, Orange Plus and TreeSweet brand fruit juices and beverages, as well as to introduce new products. The campaigns will mark the year-old company's marketing and advertising debut, though the brands themselves are much older.

**Is you is or is you ain't Bermuda? 61**
Bermuda's "Bermuda now" campaign, by Foote, Cone & Belding, is giving way to an emotional sell themed "Bermuda is you. Isn't it?" The $9 million tourism pitch from FCB, aimed at younger audiences, is designed to counteract an image of Bermuda as a destination for middle-aged couples only.


## CORPORATE CLOSEUP


**Tonka keeps on truckin' 4**
Tonka Corp. president-ceo Steve Shank likes to think of himself as a "transformer." Not only did he launch GoBots, which sparked the transformable robot craze with Hasbro Corp.'s Transformers, he has transformed a financially troubled, one-dimensional toy company into a major competitor. In the six years Mr. Shank has headed

Tonka, the company's sales have increased 155% —to $230 million in 1985. In two of those years, Tonka has had the top-selling new toy: GoBots in 1984 and Pound Puppies in 1985.


## INTERNATIONAL


**Miller ready for U.K. fight. . . 40**
Miller Brewing Co. is preparing to meet its chief U.S. rival, Anheuser-Busch, in a head-to-head battle for market share among finicky British beer drinkers.

**. . .While Bud goes Danish 40**
Anheuser-Busch is turning to Denmark, where the giant U.S. brewer is negotiating with Denmark's United Breweries to produce and distribute Budweiser locally.

**Swiss drug companies eye U.S. 42**
Changes in the European pharmaceutical market are causing the three top chemical/pharmaceutical multinationals in Basel to concentrate more on their U.S. operations. It is expected by financial analysts that before the turn of the century, as much as 50% of the companies' business will be done in North America.


## NEW PRODUCTS


**Smokes, beers make news 56**
Two product categories that have been making headlines in the area of possible legislative ad bans—cigarets and beer—are making new-product news, too.


## OTHER NEWS

McDonald's didn't take any chances with its approximately $2.5 million Super Bowl investment. With five spots during NBC's broadcast of the Jan. 26 game, McDonald's was the largest single advertiser, not counting NBC itself. New creative was developed for all five spots, each of which promoted the new McD.L.T. sandwich. Page 12.

Since last February, when the $362.5 million acquisition of 12 consumer magazines from Ziff-Davis Publishing Co. was completed, Peter Diamandis, CBS Magazines president, has faced reorganizations, resignations and a lawsuit. But "the worst is over," he believes. Page 35.

Polaroid Corp. was the big winner as Business/Professional Advertising Assn. presented Pro-Comm (Professional Communications) Awards. The awards went to 109 advertisers and 77 agencies for business-to-business print and broadcast advertising and trade show exhibits. Page 36.

## CAMPAIGNS BREAKING

Seven-Up Co., Clayton, Mo., on Feb. 5 breaks its first U.S. campaign from Leo Burnett USA, Chicago (AA, Jan. 20). Themed "Feels so good comin' down," the effort includes network and spot tv, radio and outdoor support. PepsiCo's intent to purchase the 7UP brands from Philip Morris Cos. apparently will not affect its immediate ad plans (AA, Jan. 27).

The National Dairy Promotion & Research Board, Rosslyn, Va., this week breaks its $12 million butter campaign (AA, Nov. 4), with the theme "What butter brings to everything is gold." The 30-second spot, via Tatham-Laird & Kudner, Chicago, positions butter against margarine.

## COMING THURSDAY

*"Everything we do is important because we don't do a lot of it," says Tony Angotti, co-creative director of Angotti Thomas Hedge. "If we do a clunker it could be really devastating." An emphasis on value and clients with luxury products is what ATH is all about. With just four employes, the three principals are trying to make it in a land bottle-fed on "Big is beautiful." Giving them the audacity to think they can is their unshakable belief that a gap exists between upmarket advertisers and creative talent that understands these markets.*

*Sales promotion, once considered to be on the fringes of the marketing mainstream, is taking its place among other marketing disciplines in large multimedia marketing programs. Special Report examines changes in trade promotions and looks at unusual consumer promotions, such as allowing runners to test a pair of shoes, and an interactive telephone program.*

## REGULAR FEATURES


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# Stars to shine in Pepsi's ad push

By BRIAN LOWRY

San Francisco—Aiming to overwhelm arch-rival Coca-Cola on all flavor fronts, Pepsi-Cola USA showcased new tv commercials over the weekend here for all its soft-drink brands before 2,000 bottlers and guests.

In a star-studded sound and light, multimedia spectacular set for the Feb. 1 wrapup of a bottlers' meeting, screenings of finished spots were interspersed with live appearances by the company's 1986 lineup of product celebrity presenters.

The celebrities included "Miami Vice" star Don Johnson, Grammy-nominated singer Glenn Frey, and actor Michael J. Fox for brand Pepsi and comedian Billy Crystal

(Continued on Page 70)

# NutraSweet image goes au naturel

By JULIE FRANZ

NutraSweet Co. today breaks a $30 million advertising campaign designed to eliminate confusion about the aspartame sweetener's natural beginnings (AA, Jan. 20).

Ads echo the theme of past print campaigns, explaining that NutraSweet is made from the same proteins found in fruits, vegetables and meats.

Research showed consumers were confused by the word "nutritive," said Ian Miller, management supervisor for NutraSweet's agency, Ogilvy & Mather, Chicago. Consumers also have negative attitudes toward the word "sweetener" after the banning of cyclamates

(Continued on Page 68)

## West Coast news

# T-L L.A. creatives jump ship

By CLEVELAND HORTON

Tracy-Locke's fledgling Los Angeles office suffered a major setback last week when the entire senior creative management team left, citing irreconcilable differences of creative philosophies.

Bolting from the 5-month-old agency are executive creative director Steve Hayden, creative director Yvonne Smith and associate creative director Laurie Brandelise. All three left Chiat/Day,

(Continued on Page 72)

# AA's Reiss adds title

NEW YORK—Craig Reiss has added the new title of national media editor to his earlier designation as ADVERTISING AGE New York bureau chief, effective Feb. 3.

In a restructuring of the bureau necessitated by the departure of former bureau chief John J. O'Connor, new titles and responsibilities also have been assigned to Stuart J. Elliott, Paul L. Edwards, Nancy Giges and James P. Forkan (AA, Jan. 20). Mr. O'Connor, who ended a distinguished, 16-year career at AA on Jan. 31, will join BBDO on Feb. 10 as senior vp-director of public relations.

Separately, New York-based AA writer Ann Cooper was named senior editor-creative.

As national media editor, bureau chief Mr. Reiss will continue to direct AA's coverage of the broadcasting industry and the development of AA's new MediaWorks news pages in the Monday and Thursday editions.

AA editor Fred Danzig noted that a number of Mr. Reiss' responsibilities as bureau chief will be shared with four others: Mr. Elliott, who has been named to the new post of deputy bureau chief; Mr. Edwards, who succeeds Mr. Reiss as news editor; Ms. Giges, named senior editor-marketing, and Mr. Forkan, named senior editor-administration. The latter two titles are new.

"With John O'Connor's great help and encouragement, we're using this break to redesign the work flow in the bureau," Mr. Danzig said. "We're pleased to be able to promote into new roles some of the top-notch editorial talent that is in our 19-member New York office."

Mr. Reiss joined AA as a broadcasting industry reporter in November, 1982, after two years as an associate editor at *Marketing & Media Decisions*. He was named news editor in October, 1983, when Mr. O'Connor became bureau chief. A graduate of Oakland University, Rochester, Mich., Mr. Reiss earned a master's degree from Drew University, Madison, N.J., before embarking on his journalism career. In 1976, he won a reporting award at the *North Jersey Suburbanite*, Cresskill, N.J. He joined the *Bergen* (N.J.) *Record* in March, 1979 and *M&MD* in December, 1980.

C. Reiss

A. Cooper

P. Edwards

S. Elliott

J. Forkan

N. Giges

Mr. Elliott joined AA as a reporter covering the magazine industry in August, 1982, and was promoted to senior reporter in July, 1984. Before AA, he spent 3½ years at the *Detroit Free Press* and 4½ years at the *Rochester* (N.Y.) *Times Union*. He has bachelor's and master's degrees from Northwestern University's Medill School of Journalism.

Ms. Giges, who joined AA in February, 1970, has specialized in covering foods, proprietary and ethical drugs, soft drinks, household cleaning aids and consumer research. She was promoted to senior reporter in June, 1984. A 1968 graduate of the University of Missouri, Ms. Giges received a master's in business administration from Long Island University in 1980.

Before joining AA, she was associate editor with the Continental Insurance Co. publications staff.

Mr. Forkan joined AA in November, 1968 as a reporter, was named a senior editor in January, 1975, and senior editor-broadcast in July, 1977. He primarily covers broadcasting and entertainment-related news. He also reports on such tv-driven categories as toys and licensing and celebrity endorsements. His Sports Marketing column has appeared in AA since October, 1981.

Prior to AA, he was with United Press International, New York, for two years. He is a 1963 graduate of Fordham University. He served in the Army from 1964-66.

On joining AA as a senior editor in July, 1984, Mr. Edwards began broadening the publication's coverage of direct marketing, direct mail, telemarketing and direct response. Before joining AA, he was the founding editor of the monthly magazine *Computers in Banking*. Earlier, at Fairchild Publications, New York, he was the founding editor of the weekly computer newspaper *MIS Week* and managing editor of *Energy User News*. At McGraw-Hill, he was senior editor of *Chemical Week*. He received a bachelor's degree in history from New York University in 1972.

J. O'Connor

Mr. O'Connor, who succeeds David Williams at BBDO, joined AA as an associate editor in 1969. For more than a decade he reported on the tobacco, alcoholic beverages, foreign automobiles and shaving categories. He was promoted to New York bureau chief in 1983 after having been news editor for six years. Earlier, he was with the *Staten Island* (N.Y.) *Advance* and served with the Seventh Infantry Division in Korea. He received a bachelor's degree in English literature from St. Francis College, Brooklyn, N.Y., in 1960.

Ms. Cooper, who joined AA in November, 1984, has written in-depth profiles of key creative people for the Thursday edition and recently added responsibility for producing the twice-monthly section, The Page, which deals with creatives. She was previously based in AA's bureau in London, where she earlier served as an editor with *Marketing* and *Campaign* and as a free-lance writer. She has a bachelor's degree in publishing and journalism from Napier College, Edinburgh, Scotland.#


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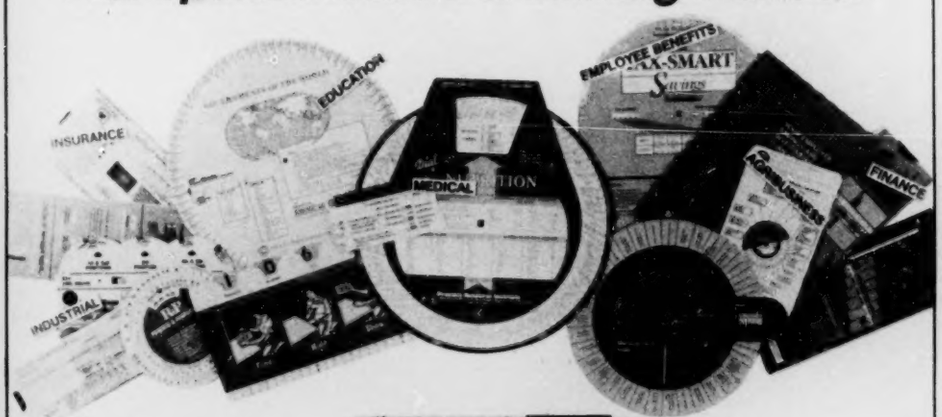


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## CORRECTIONS & CLARIFICATIONS

- Incorrect figures were reported in the consumer magazine ad linage figures for *Us* (AA, Jan. 20, P. 55). Updated figures should read: Dec. 1985-97.8; Dec. 1984-41.3; year-to-date 1985-518.0; year-to-date 1984-448.9. Also, *Chicago Tribune's* yearend linage figures were omitted from the report. They are: Year-to-date 1985-1,518.9; year-to-date 1984-968.3.
- Robert Prentice is an independent advertising and marketing management consultant, based in Cos Cob, Conn. He was incorrectly identified in the AA Editorial Sounding Board roster (AA, Jan. 13, P. 32).
- *Forbes'* color page rate was misstated in MediaWorks' Newsstand column (AA, Jan. 23, P. 54; Jan. 30, P. 22). It is $42,290.
- Since the *Quad-City Times'* price increase in March, the paper's circulation has declined 0.7%. This decline was given incorrectly (AA, Jan. 23, P. 17).
- In an item about the ADVERTISING AGE Creative Workshop (AA, Jan. 27, P. 70), the advertising and promotion budget for Swatch watch should have read $14 million.#

# Miller Lite set to take on U.K. beer market. . .

By LAUREL WENTZ

LONDON—Miller Brewing Co. is preparing to meet its chief U.S. rival, Anheuser-Busch, in a head to head battle for market share among finicky British beer-drinkers.

Miller is launching its Lite beer in the London area in early March, eight months after the national rollout of A-B's Budweiser.

British beer-drinkers are notorious for their dislike of ice-cold, light lagers and their preference for heavier, more bitter brews served at room temperature. Nonetheless, both U.S. brewers are investing heavily in ad campaigns designed to lure U.K. drinkers to their brands.

Unlike Budweiser, which is marketed and advertised as the quintessential American beer, Lite will be positioned as a light lager, with the slogan "It ain't heavy, it's Miller Lite," appearing in the tv, radio, outdoor and bus-side advertising campaign by Boase Massimi Pollitt breaking at the beginning of March.

"It's a light lager different from other lagers and happens to come from America," says Graham Stewart-Reed, pr manager of Courage Ltd., the U.K. brewer that is the first Miller licensee outside North America. "We're not trying to put the American theme down people's throats." Mr. Stewart-Reed declined to disclose the advertising budget for the London-area launch.

Courage chose to launch Lite rather than Miller High Life in Britain because "we didn't want a premium lager, as Miller High Life would be here," Mr. Stewart-Reed said. "We didn't want to do a Budweiser."

In the U.K., Budweiser is promoted as "the coolest beer in town" in two popular tv commercials featuring lively, young Americans and shot in Hoboken, N.J.

The campaign, via Abbott Mead Vickers SMS, will continue this year and new spots will be produced. Budweiser's 1986 ad budget is $9 million to $10 million.

Budweiser is served American-style in the U.K., i.e., four degrees colder than beer is usually served here. To keep the chill, special refrigeration units had to be installed in U.K. pubs and restaurants stocking Budweiser.

"While the consumer here likes cold beer, he doesn't like it very cold," said Courage's Mr. Stewart-Reed.

Meanwhile, Keith Holloway, commercial director of Watney Mann & Truman Brewers, the company that brews Budweiser in the U.K. under license from A-B, said he had been expecting the Miller launch.

"No one could convince me there is no connection between the success of Budweiser and the launch of Miller," he said. "We've been waiting for it."

Until now, light lagers have not been successful in Britain, and few remain on the market. Watney

(Continued on Page 42)

# . . .While A-B gets ready to bring Bud to Denmark

By VALERIE NAVARRO

COPENHAGEN—Now that its U.K. marketing plans are firmly in place, Anheuser-Busch is turning to Denmark, where the giant U.S. brewer is negotiating to produce and distribute Budweiser locally.

If the negotiations with Denmark's United Breweries are successful, sources have speculated that Denmark could be the springboard for a pan-European launch of Budweiser.

While neither A-B nor United would comment on the possibility of a pan-European rollout, beer industry sources say United, Denmark's leading brewer, is poised to help A-B launch Bud in other nations, both in terms of distribution and sales.This is because the brewery's two largest brands, Tuborg and Carlsberg, are available in virtually every European capital.

A-B and United are expected to complete negotiations for the licensed production and distribution of Budweiser in Denmark by the end of February, according to Jonathan Regicci, European marketing director for A-B.

Although Denmark's population is only about 5 million, the country ranks eighth in the world in per capita beer consumption with an average of 130 liters per person consumed annually.

However, Danish beer drinkers are notoriously loyal to local brands and industry observers expect A-B to encounter even more market-penetration problems here than in the U.K. Critics also point out that, to date, no imports have succeeded in Denmark.

In addition, beer is not sold in six-packs in Denmark. Instead, it is usually sold in 30-bottle cases. The bottles must be returned because of local laws that prohibit disposable bottles or aluminum cans.

Nonetheless, both A-B and United, which dominates the market with 80% of total beer sales, contend that the time appears right to introduce a well known American beer into the market with a strategy that echoes the plans of many European brands seeking success in America's marketplace.

There is a growing enchantment here with things American, much as there is a growing fascination with European products in the U.S., according to Mr. Regicci. He said this is especially true among the so-called "pace-setting" younger generation that could become the primary target group for Budweiser.

Mr. Regicci stressed that United, not A-B, would devise the Danish marketing strategy for Budweiser. Sources at both A-B and United said that because negotiations are under way, no advertising plans have been made and no agency has been assigned to handle Budweiser.

One of the primary agencies for United is Partners, which is affiliated with Ted Bates Advertising, New York, and handles Tuborg. The other is a local shop called

(Continued on Page 42)

## Europe's top camera advertisers

Canon is the top advertiser of photo equipment among the leading camera marketers in Europe, spending $6.8 million last year for ads in European publications. Minolta spent the least, $3.4 million.

Chinese workers peddle their bikes down a Shenyang street.

# Bicycle market still growing in China

By LYNNE REAVES

BEIJING—A young clerk at a department store here adjusted the brakes of a new Phoenix brand bicycle and looked surprised when asked if one brand of Chinese bicycle is any different than another.

The question appeared reasonable to an American visitor staring at the 40 bicycles in the store. All were black, all were men's style bikes and all looked exactly alike. But, according to the Chinese, looks are deceiving.

"Of course, they are not the same," the clerk argued. "The Forever [brand] bicycle is much better for the city. It is lighter weight. The Flying Pigeon and the Phoenix are better for the countryside. You can haul more on them."

In China, riding a bike is not done for sport or recreation. It is a necessity. China moves on bicycles. Its 1 billion population rides bikes to work, uses them for hauling refrigerators and washing machines and even rents them out as taxis.

"When you buy a bicycle here, you aren't buying a bike—you're buying a tank," laughed a western magazine correspondent who recently bought a Chinese model. "The things weigh a ton. They are literally meant to last for 10 years."

Chinese bikes are made out of heavy steel, which is why few are exported. "We were working a possible bicycle deal a few years ago, and there also was talk Sears was going to import some Chinese bikes, but basically Americans require a lighter bike," said Neal Stender, manager here for Fuqua, a U.S. trading company. "There are problems with the alloy the Chinese use. For them to produce a lighter bike, at this point, would be a very complicated process."

But the lack of exports doesn't stop China from being the world's largest producer of bicycles.

In the first eight months of 1985 alone (the latest figure available) 21 million bikes were produced. That's a 14% increase from the same period in 1984.

Still, there are not enough to meet demand for the government-rationed bikes.

At the Xidan department store, there are two white stickers on each bike. One indicates the price while the other is the number of the special coupon a consumer must have to buy the bike. Coupons are issued by a "work unit" and must be obtained in order to purchase the bike.

Because this is a seller's market and because this is Communist China, there is little need for marketing and advertising.

But the Chinese do have strong preferences about the brand of bike they buy. Three brands are considered status symbols, the Rolls-Royces of China bikes. They are the Phoenix, the Forever and the Flying Pigeon.

The prices for the three brands are about the same, 90 2. That is about two month's salary to the average Chinese worker.

The country's current economic surge also has spurred a growing number of alternate brands, like the Flying Fish, Golden Lion, Five Rams and Red Flag.

Very recently, new styles have come on the market, including children's bikes, and "mini" bikes (bikes with small wheels). And as Chinese women are starting to shed their traditional Mao pants for Western skirts, women's bicycles are regaining popularity.

Some of the new bicycle companies use limited advertising to try to catch up with the "Big Three."

An ad recently appearing in a Beijing newspaper promoting the new Shanghai Red Flower children's bicycle claimed: "The aim of this factory is quality and customers first. We are facing the children and going into the world."

While price usually is no problem for the foreigner shopping for a bicycle in Beijing, there are other complications.

"You cannot buy this bicycle," said the department store clerk. "You are a foreigner. We can't sell bicycles to foreigners. There are not enough to go around. Foreigners must go to the Friendship Store to buy bicycles."

Beijing's Friendship Store is in a four-story building that caters to the hard currency of the city's foreign community and tourists.

At the Friendship Store last month there were five bicycles on the "display" floor. All were broken—missing brakes, wheel spokes and handle bars.

"Come back next month," said the female saleesclerk. "Perhaps we will have some then."

# Newspaper Advertising MRCS/SAU Inches

## November 1985 vs. November 1984

### AKRON, OH

| | 1985 Full Run | 1985 Part Run | 1984 Full Run | 1984 Part Run |
|---|---|---|---|---|
| Beacon Journal (E) | 113,172 | 40,940 | 126,708 | 23,842 |
| Beacon Journal (S) | 76,964 | 19,982 | 83,753 | 12,424 |
| Grand Total | 189,536 | 60,922 | 210,461 | 36,266 |

NOTE: Part run figures supplied by publisher to Media Records.

### ATLANTA, GA

| | | | | |
|---|---|---|---|---|
| Constitution (M) | 176,445 | 56,329 | 193,846 | 62,743 |
| Journal (E) | 203,198 | 73,523 | 216,675 | 66,145 |
| Journal & Constitution (S) | 123,315 | 68,311 | 128,419 | 69,904 |
| Journal & Constitution (Sat) | 51,286 | —— | 34,817 | —— |
| Grand Total | 554,244 | 198,163 | 573,757 | 198,792 |

NOTE: Constitution Morning and Journal Evening published five days a week only.

### BALTIMORE, MD

| | | | | |
|---|---|---|---|---|
| News American (S) | 35,796 | 9,457 | 44,888 | 8,526 |
| News American (E) | 48,017 | 5,466 | 58,566 | 9,057 |
| Sun (M) | *50,486 | 10,215 | 154,975 | 12,774 |
| Sun (E) | 93,751 | 3,050 | 101,691 | 10,417 |
| Sun (S) | 147,987 | 35,743 | 130,613 | 35,840 |
| Grand Total | 476,039 | 63,931 | 490,733 | 81,614 |

### BERGEN COUNTY, NJ

| | | | | |
|---|---|---|---|---|
| Record (E) | 186,747 | 33,858 | 186,815 | 39,167 |
| Record (S) | 152,890 | 40,722 | 151,516 | 34,607 |
| Grand Total | 339,637 | 74,580 | 338,331 | 73,774 |

NOTE: Record Evening published five days a week only.

### BOSTON, MA

| | | | | |
|---|---|---|---|---|
| Herald (M) | 66,084 | 1,073 | 50,190 | —— |
| Herald (S) | 22,915 | 39,602 | 20,150 | 28,129 |
| Globe (M) | 164,140 | 19,254 | 161,012 | 16,453 |
| Globe (S) | 179,954 | 39,043 | 175,431 | 30,804 |
| Grand Total | 333,093 | 98,972 | 406,783 | 75,386 |

### BUFFALO, NY

| | | | | |
|---|---|---|---|---|
| News (AD) | 132,424 | 23,724 | 130,621 | 27,400 |
| News (S) | 74,132 | 16,718 | 42,973 | 39,019 |
| Grand Total | 207,056 | 40,442 | 173,594 | 66,419 |

### CAMDEN, NJ

| | | | | |
|---|---|---|---|---|
| Courier Post (E) | 136,262 | 19,683 | 131,278 | 27,492 |
| Courier Post (S) | 69,476 | 15,420 | 50,946 | 11,024 |
| Grand Total | 205,178 | 35,603 | 182,224 | 38,516 |

### CHARLOTTE, NC

| | | | | |
|---|---|---|---|---|
| News (E) | —— | —— | 88,338 | —— |
| Observer (M) | 141,255 | —— | 138,573 | —— |
| Observer (S) | 72,888 | —— | 69,010 | —— |
| Grand Total | 220,143 | —— | 295,921 | —— |

NOTE: News Evening ceased publication November 1, 1985. Part run figures not available.

### CHICAGO, IL

| | | | | |
|---|---|---|---|---|
| Sun-Times (M) | 136,041 | 99,503 | 149,501 | 70,654 |
| Sun-Times (S) | 71,880 | 42,037 | 60,814 | 40,221 |
| Tribune (M) | 150,733 | 271,003 | 155,295 | 226,173 |
| Tribune (S) | 142,390 | 99,068 | 136,127 | 110,402 |

NOTE: Tribune figures supplied by publisher to Media Records. 1985 figures represent advertising for 10/28/85 to 11/24/85. Tribune All Day changed to Morning publication effective August 19, 1985.

### CINCINNATI, OH

| | | | | |
|---|---|---|---|---|
| Enquirer (M) | 292,620 | 7,626 | 298,364 | 14,225 |
| Enquirer (S) | 145,705 | 13,603 | 129,101 | 10,516 |
| Post (E) | 103,684 | 22,835 | 100,095 | 38,960 |
| Grand Total | 452,009 | 44,064 | 437,560 | 63,701 |

### CLEVELAND, OH

| | | | | |
|---|---|---|---|---|
| Plain Dealer (M) | 164,272 | 35,167 | 172,812 | 26,436 |
| Plain Dealer (S) | 121,042 | 6,526 | 123,343 | 11,180 |
| Grand Total | 285,314 | 41,693 | 296,155 | 37,616 |

### DALLAS, TX

| | | | | |
|---|---|---|---|---|
| News (M) | 342,649 | 10,953 | 350,285 | 23,194 |
| News (S) | 185,102 | 23,165 | 170,154 | 12,285 |
| Times Herald (AD) | 289,576 | 21,461 | 306,230 | 31,047 |
| Times Herald (S) | 143,439 | 21,589 | 134,218 | 11,369 |
| Grand Total | 960,760 | 77,168 | 960,887 | 77,895 |

### DENVER, CO

| | | | | |
|---|---|---|---|---|
| Rocky Mt. News (M) | 305,013 | 854 | 324,562 | 818 |
| Rocky Mt. News (S) | 114,538 | 558 | 100,777 | 3,546 |
| Post (M) | 216,906 | 4,705 | 224,013 | 15,654 |
| Post (S) | 135,971 | 2,737 | 126,888 | 3,505 |
| Grand Total | 771,528 | 8,854 | 776,237 | 23,523 |

### DETROIT, MI

| | | | | |
|---|---|---|---|---|
| Free Press (M) | 107,557 | 54,199 | 111,594 | 54,482 |
| Free Press (S) | 59,957 | 30,164 | 43,876 | 29,032 |
| News (AD) | 161,231 | 55,734 | 165,257 | 53,165 |
| News (S) | 98,203 | 47,141 | 98,567 | 26,946 |
| Grand Total | 426,948 | 187,238 | 419,294 | 163,625 |

### FORT LAUDERDALE, FL

| | | | | |
|---|---|---|---|---|
| News & Sun-Sentinel (S) | 122,326 | —— | 122,393 | —— |
| Sun-Sentinel (M) | 317,854 | —— | 336,067 | —— |
| Grand Total | 440,180 | —— | 458,460 | —— |

NOTE: Part run figures not available. Morning figures include the Saturday Edition.

### FORT WAYNE, IN

| | | | | |
|---|---|---|---|---|
| Journal Gazette (M) | 86,524 | —— | 83,911 | —— |
| Journal Gazette (S) | 69,337 | —— | 59,994 | —— |
| News Sentinel (E) | 98,850 | —— | 102,841 | —— |
| Grand Total | 254,711 | —— | 246,746 | —— |

NOTE: Part run figures not available.

### *FORT WORTH, TX

| | | | | |
|---|---|---|---|---|
| Star Telegram (M) | 304,976 | 79,810 | 326,591 | 87,470 |
| Star Telegram (E) | 195,241 | 72,077 | 222,939 | 76,124 |
| Star Telegram (S) | 154,769 | 55,109 | 153,846 | 63,222 |
| Grand Total | 654,986 | 206,996 | 703,376 | 226,816 |

NOTE: Figures supplied by publisher to Media Records.

### GREENWICH/STAMFORD, CT

| | | | | |
|---|---|---|---|---|
| Time (E) | 89,359 | 2,371 | 91,663 | —— |
| Time (S) | 72,322 | —— | 60,992 | —— |
| Advocate (E) | 125,435 | 8,812 | 123,839 | 2,128 |
| Advocate (S) | 75,040 | —— | 63,019 | —— |
| Grand Total | 362,156 | 11,183 | 339,513 | 2,128 |

### HARTFORD, CT

| | | | | |
|---|---|---|---|---|
| Courant (M) | 181,688 | 33,345 | 174,752 | 44,686 |
| Courant (S) | 84,950 | 137,731 | 89,939 | 132,922 |
| Grand Total | 266,638 | 171,076 | 264,691 | 177,608 |

### HONOLULU, HI

| | | | | |
|---|---|---|---|---|
| Advertiser (M) | 140,856 | —— | 142,875 | —— |
| Star Bulletin (E) | 132,630 | —— | 137,704 | —— |
| Star Bulletin & Advertiser (S) | 80,403 | —— | 81,035 | —— |
| Grand Total | 353,889 | —— | 361,614 | —— |

### HOUSTON, TX

| | | | | |
|---|---|---|---|---|
| Chronicle (AD) | 287,952 | 53,421 | 329,072 | 47,256 |
| Chronicle (S) | 131,724 | 41,831 | 134,866 | 51,441 |
| Post (M) | 197,653 | 46,156 | 213,133 | 47,941 |
| Post (S) | 87,725 | 34,182 | 77,666 | 37,891 |
| Grand Total | 704,554 | 175,490 | 754,727 | 184,529 |

### LONG BEACH, CA

| | | | | |
|---|---|---|---|---|
| Press Telegram (M) | 126,706 | —— | 125,909 | —— |
| Press Telegram (S) | 59,706 | —— | 56,707 | —— |
| Grand Total | 186,412 | —— | 182,616 | —— |

NOTE: Part run figures not available.

### LONG ISLAND, NY

| | | | | |
|---|---|---|---|---|
| Newsday (E) | 192,775 | 77,683 | 188,330 | 72,304 |
| Newsday (S) | 110,019 | 107,710 | 106,149 | 101,640 |
| Grand Total | 302,794 | 185,393 | 294,479 | 173,944 |

### LOS ANGELES, CA

| | | | | |
|---|---|---|---|---|
| Times (M) | 331,937 | 342,782 | 348,921 | 332,525 |
| Times (S) | 178,624 | 108,827 | 171,781 | 102,849 |
| Herald-Examiner (M) | 86,137 | 12,906 | 63,599 | 17,618 |
| Herald-Examiner (S) | 14,448 | 6,971 | 12,993 | 6,465 |
| Grand Total | 611,146 | 471,486 | 597,294 | 459,457 |

### LOS ANGELES/SAN FERNANDO VALLEY, CA

| | | | | |
|---|---|---|---|---|
| News (M) | 237,809 | 35,143 | 209,721 | 39,475 |
| News (S) | 91,504 | 2,692 | 64,021 | 21,951 |
| Grand Total | 329,313 | 37,835 | 273,742 | 61,426 |

### *LOS ANGELES/TORRANCE, CA

| | | | | |
|---|---|---|---|---|
| Breeze (E & S) | 242,432 | —— | 226,382 | —— |
| Grand Total | 242,432 | —— | 226,382 | —— |

NOTE: Figures supplied by publisher to Media Records.

### *LOUISVILLE, KY

| | | | | |
|---|---|---|---|---|
| Courier Journal (M) | 122,961 | 78,989 | 123,805 | 68,925 |
| Courier Journal (S) | 74,581 | 68,863 | 67,306 | 60,986 |
| Times (E) | 97,960 | 68,681 | 101,185 | 60,012 |
| Grand Total | 295,502 | 216,533 | 292,296 | 189,923 |

NOTE: Figures supplied by publisher to Media Records.

### MIAMI, FL

| | | | | |
|---|---|---|---|---|
| Herald (M) | 205,308 | —— | 227,750 | —— |
| Herald (S) | 111,179 | —— | 106,923 | —— |
| News (E) | 73,096 | —— | 76,918 | —— |
| Grand Total | 389,583 | —— | 411,591 | —— |

NOTE: Part run figures not available.

### MINNEAPOLIS, MN

| | | | | |
|---|---|---|---|---|
| Star & Tribune (AD) | 136,975 | 22,153 | 138,154 | 29,971 |
| Star & Tribune (S) | 144,193 | 2,992 | 133,078 | 2,829 |
| Star & Tribune (Sat) | 26,449 | —— | 22,185 | —— |
| Grand Total | 301,617 | 25,145 | 293,417 | 32,800 |

### *NASHVILLE, TN

| | | | | |
|---|---|---|---|---|
| Banner (E) | 133,850 | —— | 124,975 | —— |
| Tennessean (M) | 136,395 | —— | 128,953 | —— |
| Tennessean (S) | 91,458 | —— | 71,555 | —— |
| Grand Total | 361,703 | —— | 325,483 | —— |

NOTE: 1985 figures supplied by publisher to Media Records.

### NEW BRUNSWICK, NJ

| | | | | |
|---|---|---|---|---|
| Home News (E) | 108,098 | 479 | —— | —— |
| Home News (S) | 87,782 | 1,714 | —— | —— |
| Grand Total | 195,880 | 2,193 | —— | —— |

NOTE: 1984 figures not available.

### NEW YORK, NY

| | | | | |
|---|---|---|---|---|
| Times (M) | 190,483 | 12,989 | 186,759 | 15,179 |
| Times (S) | 226,808 | 132,943 | 209,652 | 133,396 |
| News (M) | 69,135 | 111,265 | 77,206 | 130,906 |
| News (S) | 43,264 | 107,223 | 35,851 | 106,339 |
| Post (AD) | 62,440 | 1,198 | 64,928 | 1,032 |
| Grand Total | 592,130 | 365,618 | 574,396 | 386,852 |

### NEWARK, NJ

| | | | | |
|---|---|---|---|---|
| Star Ledger (M) | 235,300 | 6,858 | 237,383 | 6,995 |
| Star Ledger (S) | 190,786 | 36,746 | 172,232 | 43,039 |
| Grand Total | 426,086 | 43,604 | 409,615 | 50,034 |

### OAKLAND, CA

| | | | | |
|---|---|---|---|---|
| Tribune (M) | 103,358 | 82,862 | 112,440 | 64,821 |
| Tribune (S) | 56,426 | 36,686 | 54,006 | 30,541 |
| Grand Total | 159,784 | 119,548 | 166,446 | 95,362 |

### OCEANSIDE, CA

| | | | | |
|---|---|---|---|---|
| Blade Tribune (E) | 105,176 | 5,018 | —— | —— |
| Blade Tribune (S) | 45,999 | —— | —— | —— |
| Grand Total | 151,175 | 5,018 | —— | —— |

NOTE: 1984 figures not available.

### ORANGE COUNTY, CA

| | | | | |
|---|---|---|---|---|
| Register (AD) | 347,794 | 86,682 | 331,989 | 85,542 |
| Register (S) | 139,118 | 4,478 | 118,580 | 9,321 |
| Grand Total | 486,912 | 91,160 | 450,569 | 94,863 |

### PHILADELPHIA, PA

| | | | | |
|---|---|---|---|---|
| Inquirer (M) | 197,246 | 50,048 | 210,978 | 73,199 |
| Inquirer (S) | 148,112 | 39,805 | 135,357 | 63,990 |
| News (E) | 102,689 | 1,243 | 99,762 | 9,430 |
| Grand Total | 448,047 | 91,096 | 446,097 | 146,619 |

### *PHOENIX, AZ

| | | | | |
|---|---|---|---|---|
| Arizona Republic (M) | 249,888 | 25,143 | 238,762 | 19,092 |
| Arizona Republic (S) | 159,542 | —— | 158,769 | —— |
| Gazette (E) | 234,854 | 25,355 | 230,901 | 19,151 |
| Grand Total | 644,284 | 50,498 | 628,432 | 38,153 |

NOTE: Figures supplied by publisher to Media Records.

### ROCHESTER, NY

| | | | | |
|---|---|---|---|---|
| Democrat & Chronicle (M) | 114,502 | 26,700 | 116,302 | 17,123 |
| Democrat & Chronicle (S) | 81,432 | 29,406 | 71,858 | 18,208 |
| Times Union (E) | 78,173 | 8,228 | 79,893 | 10,939 |
| Grand Total | 274,107 | 64,334 | 268,053 | 46,270 |

NOTE: Times Union Evening published five days a week only.

### SACRAMENTO, CA

| | | | | |
|---|---|---|---|---|
| Bee (M) | 256,352 | 30,128 | 259,243 | 22,997 |
| Bee (S) | 111,577 | 18,446 | 116,479 | 7,654 |
| Grand Total | 367,929 | 48,574 | 375,722 | 30,651 |

### *ST. LOUIS, MO

| | | | | |
|---|---|---|---|---|
| Post Dispatch (M) | 134,059 | 36,223 | 126,839 | 40,760 |
| Post Dispatch (S) | 134,441 | —— | 137,033 | —— |
| Grand Total | 268,500 | 36,223 | 263,872 | 40,760 |

NOTE: Figures supplied by publisher to Media Records.

### ST. PAUL, MN

| | | | | |
|---|---|---|---|---|
| Pioneer Press Dispatch (AD) | 113,724 | —— | 88,877 | —— |
| Pioneer Press Dispatch (S) | 107,844 | —— | 100,118 | —— |
| Dispatch (E) | —— | —— | 102,576 | —— |
| Grand Total | 221,568 | —— | 291,571 | —— |

NOTE: Part run figures not available. Pioneer Press Morning and Dispatch Evening combined to one edition. Pioneer Press Dispatch All Day effective January 2, 1985. The Pioneer Press Morning activity is shown in the Pioneer Press Dispatch All Day listing. Pioneer Press Sunday changed to Pioneer Press Dispatch Sunday effective January 5, 1985. Prior to January 2, 1985, Pioneer Press Morning and Dispatch Evening had a combined Saturday edition with the activity shown only in the Dispatch Evening.

### SAN ANTONIO, TX

| | | | | |
|---|---|---|---|---|
| Express-News (AD) | 161,051 | 35,284 | 149,741 | 41,821 |
| Express-News (S) | 84,720 | 40,081 | 77,340 | 28,857 |
| Express-News (Sat) | 50,736 | —— | 37,745 | —— |
| Light (AD) | 152,201 | 42,649 | 134,647 | 53,296 |
| Light (S) | 86,594 | 31,906 | 77,965 | 34,615 |
| Light (Sat) | 42,990 | 627 | 31,136 | —— |
| Grand Total | 578,292 | 150,547 | 508,574 | 158,589 |

NOTE: Light All Day published five days a week only. Light Evening changed to Light All Day effective January 1985.

### SAN DIEGO, CA

| | | | | |
|---|---|---|---|---|
| Union (M) | 253,687 | 34,696 | 266,495 | 18,735 |
| Union (S) | 129,272 | —— | 124,838 | —— |
| Tribune (E) | 258,711 | 34,846 | 269,491 | 19,305 |
| Grand Total | 641,670 | 69,542 | 660,824 | 38,040 |

### SAN FRANCISCO, CA

| | | | | |
|---|---|---|---|---|
| Chronicle (M) | 152,429 | 90,499 | 143,559 | 89,197 |
| Examiner (E) | 146,996 | 88,351 | 139,206 | 88,658 |
| Examiner & Chronicle (S) | 83,810 | 44,050 | 78,403 | 55,531 |
| Grand Total | 383,235 | 222,900 | 361,168 | 233,386 |

### SAN JOSE, CA

| | | | | |
|---|---|---|---|---|
| Mercury News (AD) | 327,455 | 32,696 | 327,078 | 31,402 |
| Mercury News (S) | 158,722 | —— | 159,340 | 866 |
| Grand Total | 486,177 | 32,696 | 486,418 | 32,268 |

### SHREVEPORT, LA

| | | | | |
|---|---|---|---|---|
| Journal (E) | 93,518 | 9,400 | 94,184 | 12,192 |
| Times (M) | 127,243 | 18,229 | 124,522 | 24,702 |
| Times (S) | 72,324 | 10,633 | 74,806 | 14,066 |
| Grand Total | 293,085 | 38,262 | 293,512 | 50,960 |

### *STATE COLLEGE, PA

| | | | | |
|---|---|---|---|---|
| Centre Times (E) | 94,910 | 6,776 | 104,629 | 9,080 |
| Centre Times (S) | 33,178 | 3,575 | 37,153 | —— |
| Grand Total | 128,088 | 10,351 | 141,782 | 9,080 |

NOTE: Figures supplied by publisher to Media Records.

### SYRACUSE, NY

| | | | | |
|---|---|---|---|---|
| Herald Journal (E) | 100,068 | 37,667 | 113,496 | 35,104 |
| Herald American (S) | 53,916 | 44,368 | 56,354 | 28,023 |
| Post-Standard (M) | 93,336 | 37,910 | 97,052 | 34,607 |
| Grand Total | 247,320 | 119,945 | 266,902 | 97,734 |

### *TAMPA, FL

| | | | | |
|---|---|---|---|---|
| Tribune (AD&S) | 355,066 | 134,229 | 364,697 | 119,874 |
| Grand Total | 355,066 | 134,229 | 364,697 | 119,874 |

NOTE: Figures supplied by publisher to Media Records.

### *TOLEDO, OH

| | | | | |
|---|---|---|---|---|
| Blade (E) | 132,047 | —— | 131,755 | —— |
| Blade (S) | 103,987 | —— | 100,818 | —— |
| Grand Total | 236,034 | —— | 232,573 | —— |

NOTE: Figures supplied by publisher to Media Records.

### WASHINGTON, DC

| | | | | |
|---|---|---|---|---|
| Post (M) | 304,352 | 55,756 | 311,305 | 45,093 |
| Post (S) | 155,781 | 52,912 | 163,630 | 31,894 |
| Grand Total | 460,133 | 108,668 | 474,935 | 76,987 |
| Alexandria Journal (M) | 75,436 | 648 | 76,385 | 341 |
| Prince George's Journal (M) | 65,768 | 227 | 65,601 | 341 |
| Montgomery Journal (M) | 68,806 | 1,164 | 69,004 | —— |
| Fairfax Journal (M) | 76,889 | 1,421 | 77,286 | 665 |
| Arlington Journal (M) | 74,978 | 403 | 76,246 | 341 |

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.

### WESTCHESTER ROCKLAND, NY

| | | | | |
|---|---|---|---|---|
| Reporter Dispatch (E) | 100,528 | 9,489 | 96,363 | 19,469 |
| Reporter Dispatch (S) | 96,392 | 14,397 | 80,061 | 22,243 |
| Grand Total | 196,920 | 23,886 | 176,424 | 41,712 |

### WICHITA, KS

| | | | | |
|---|---|---|---|---|
| Eagle-Beacon (M) | 154,629 | —— | 152,362 | —— |
| Eagle-Beacon (S) | 86,968 | —— | 79,955 | —— |
| Grand Total | 241,597 | —— | 232,317 | —— |

NOTE: Part run figures not available.

## Source: Media Records

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**REPORTING METHODOLOGY**

Media Records continues to measure in image but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches.
2. Determine Square Inches of Page
   Multiply Width by Depth Inches.
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches).
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page.
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS/SAU Inches of the Page.

# AIDS

(Continued from Page 1)

a large food marketer.

Here is a look at some of the marketplace ramifications, real and potential, of AIDS, the disease first identified in the U.S. in 1981 and now considered by many to be the country's most serious public health threat.

• **Rubber gloves.** "AIDS has reawakened the need to use proper aseptic tools," said Parker Lee, vp-medical products division of Ansell Inc., a Dothan, Ala., manufacturer of latex gloves whose sales were up 25% last year.

Industry followers say total sales grew by 7% to 8% last year, or double the pre-AIDS rate, to about 2 billion pairs of gloves. The biggest surge took place in the last six months.

The fastest-growing segment is in the dental profession: Many dentists have begun to wear rubber gloves for their own protection and peace of mind as well as that of their patients. Ansell's Mr. Lee predicts that sales to dentists could double within the next year to nearly 200 million pairs.

Ansell advertises its gloves in medical publications, via Medford Advertising, Atlanta, but hasn't made any AIDS claims in its advertising. "We don't have to say that," Mr. Lee said. "That part is understood."

• **Food.** Mr. Lee said "foodservice companies" are beginning to order rubber gloves, but this could not be confirmed by the companies—suppliers of food products to restaurants and other mass feeders.

It is difficult to confirm because food companies are reluctant to acknowledge publicly that they have considered the impact an irrational fear of AIDS might have on their business. Their worry is that talking about it might only heighten the fears.

Ms. Popcorn, BrainReserve president, said, "There has to be a trust bond. . .that the food is packaged in a sanitary way and that the people working with the food are sanitary." She suggests a subtle, homey approach. "It's almost like companies should give a super 'Good Housekeeping seal of approval' to their products."

"I think there is some credence" to her theory, says a food marketing executive, who asked that neither he nor his company be identified.

• **Disinfectants.** Many disinfectants kill AIDS and other viruses in the environment. But Alcide Corp., Norwalk, Conn., believes its new disinfectant, called Alcide, has an edge over competing products.

It so far is the only nontoxic solution successfully tested against the AIDS virus by the National Cancer Institute. The tests were conducted in November when the institute was searching for a general disinfectant to clean up areas where it conducts its own laboratory research on AIDS.

Its proven nontoxicity may render Alcide suitable for therapeutic use. It is being tested for the disinfection of blood at the Boston University School of Medicine, said Elliott Siff, Alcide vice-chairman-ceo.

Alcide is expected to seek Environmental Protection Agency approval to state its anti-AIDS properties on its label. Alcide already is registered with the EPA as a disinfectant, but it needs additional approval for its AIDS claims. So far, the EPA hasn't approved any disinfectants as AIDS virus killers.

Alcide, which went on the market in September, is sold now as a disinfectant for medical environments. That will change, however, if Alcide Corp., primarily a research and development company, can find a partner to market the product to consumers.

Now Alcide does limited institutional trade ads via Joseph M. Ferrazzo Inc., Shrub Oak, N.Y. But if the company can find a partner, it will advertise to the public that its solution kills the AIDS virus, Mr. Siff said.

• **Condoms.** Condom sales are increasing by about 10% annually now because of AIDS and other sex-related diseases, such as herpes. Growth rates were significantly lower than that in the 1960s and 1970s, when the birth-control pill became popular.

So far, none of the major marketers in the $100 million industry has specifically mentioned AIDS in advertising. There has been, however, increased reference to "sexually transmitted diseases," which apparently has become the accepted advertising euphemism for AIDS and herpes. In pre-AIDS times, ads spoke of "venereal disease."

Carter-Wallace, New York, which became market leader by virtue of its purchase last fall of Trojan maker Youngs Products, began referring specifically to "sexually transmitted diseases" in its print ads in 1984.

Condom sales have benefited from media reports on AIDS and its prevention, including a report in December by researchers at the University of California that showed condoms can prevent AIDS.

Condom sales to women also have increased significantly, in part because of fear of AIDS. In its January issue, *Glamour* reported on a survey indicating that nearly 70% of 800 women interviewed said they worried about "sexually transmitted diseases."

*American Druggist*, a New York-based trade publication, estimates that five years ago "fewer than 10% of condoms" were purchased by women. Today, it estimates that 25% to 30% of all condoms are purchased by women.

Condom print advertising already has spread from the men's magazines, where it used to appear almost exclusively.

Trojans current ads, for example, are running in *Health*, *Redbook* and *Working Mother*, as well as in *Penthouse*.

Carter-Wallace is conducting an "in-depth analysis" of its Trojan marketing, a company official says. The company also recently hired Ted Bates Advertising/New York

(Continued on Page 69)

## Ayds will stay Ayds

**By VALERIE MACKIE**

**Ayds will be called Ayds regardless of AIDS.**

**The company that markets Ayds diet supplement, a candy-like cube that is popular before the bathing-suit season, is not going to change the name of the product despite its possible association with Acquired Immune Deficiency Syndrome.**

**"Consumers are smart enough to tell the difference between a disease and a diet product," said Frank DiPrima, exec vp and chief operating officer of Jeffrey Martin Inc., the Union, N.J.-based company that markets Ayds.**

**"The product has been around for 45 years. Let the disease change its name," he said.**

**Initial spending on a new campaign, introduced in January, will be more than $5 million through D'Arcy Masius Benton & Bowles, New York.**

**The commercials, running primarily on daytime network tv with radio support, "stress the assistance Ayds will give in bolstering a dieter's willpower while satisfying the desire for goodies," Mr. DiPrima said.**

**The commercials will feature the tag line: "A lot of willpower in every little piece."#**

## AIDS misinformation rife

**CHICAGO—A new survey done for ADVERTISING AGE shows much of the public believes, incorrectly, that Acquired Immune Deficiency Syndrome can be "caught" like a common cold.**

**"The potential for mass consumer boycotts triggered by a rumor or incident involving AIDS will be with us as long as tens of millions of Americans continue to think the disease can be spread by casual contact," says a report from Leo J. Shapiro & Associates, a consumer-research company.**

**Two national surveys of 300 people each found 23% of respondents believe they can get AIDS from "being near or touching" someone who has it, and 38% believe it can be contracted from touching things an AIDS carrier has touched. About 42% said they could get AIDS from touching dishes, towels and pillowcases at restaurants and hotels.**

**Percentages in the study may vary by 5 percentage points.**

**Only about one person in six (17%) reported taking any specific precautions, and these vary widely, from avoiding tableware that seems suspect in restaurants to "not having sex with anyone but mate."**

**The study concludes there is a lot of "free-floating anxiety" in the population about AIDS.#**

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Don't Go Out Without It!
Yes!
$6.59

**Chicago's** *Reader* **ran this ad for an anti-AIDS spray last month.**

# For the Record

***LAURENCE, CHARLES, FREE & LAWSON*** **is the new name of New York agency Laurence, Charles & Free following Thomas Lawson's joining the shop as president. He succeeds Laurence Dunst, now chairman (AA, Nov. 11). Mr. Lawson, formerly president-ceo at Rosenfeld, Sirowitz & Lawson, brings with him the account of six McDonald's Corp. owner/operator associations. The agency claims this and the American Tobacco Co. Pall Mall and Tareyton work it recently added from SSC&B come to $50 million in new business.**

***ANDREW STRENIO JR.*** **last week was nominated by President Reagan to fill the last vacancy at the five-member Federal Trade Commission. The nomination drew positive reactions from government and advertising circles. The 33-year-old Democrat is a former FTC staffer with a conservative reputation on regulatory matters.**

***ARNOLD & CO.*****, Boston, which was sold in November by owner-founder Arnold Rosoff to its employes, has formed an eight-member operating committee headed by president-ceo Gerald Broderick. The new committee also includes exec vp-creative services Wilson Seibert, senior vp-creative group head Joseph Frank, associate creative group head Cynthia Connelly, vp-director of pr Joseph Burnieika, senior vp-director of account services Dennis Bailen, senior vp-treasurer Joseph Teixeria and senior vp-media director Marie Kachinski.**

***CHESEBROUGH-POND'S*** **$24 million national campaign slated to break in April for new Ragu Pasta Meals (AA, Dec. 2) is already under attack from the can industry. The Can Manufacturers Institute, Washington, has petitioned the Federal Trade Commission, saying ads for the Ragu product claim glass jars are inherently superior to cans as a packaging medium and make for better flavor. CMI, which also complained to the National Advertising Division of the Council of Better Business Bureaus, New York, says Chesebrough-Pond's can't back up its claims. Greenwich, Conn.-based C-P says the advertising is supported by scientific consumer research. Waring & LaRosa, New York, handles.**

***MERCEDES-BENZ OF NORTH AMERICA*****, Montvale, N.J., on Jan. 29 celebrated the 100th anniversary of the car with spreads in *Investors Daily*, *New York Times*, *Wall Street Journal* and newspapers in 11 markets. The headline, "Today the automobile and Mercedes-Benz both begin their second hundred years," appeared over a 1986 300E sedan and a three-wheel vehicle that Karl Benz invented in 1886 in Germany. McCaffrey & McCall, New York, handles.**

***FIRESTONE TIRE & RUBBER CO.*****, Akron, O., on Feb. 1 started running four network tv spots to promote the "quality" automotive services at its MasterCare retail outlets. The spots are themed "Firestone—America's home for car service." Saffer, Cravit & Freedman, Toronto, handles.**

***ANHEUSER-BUSCH*****, St. Louis, is introducing its Master Cellars line of keg wines in Arizona, Montana and New Mexico, increasing its marketing territory to 12 from nine states. Adamson Advertising handles.**

***ISRAEL GOVERNMENT TOURIST OFFICE*** **on Feb. 1 broke two new 30-second tv spots in the New York market. The commercials are an extension of the 3-year-old "Come to Israel, come stay with friends" campaign via Biederman & Co., New York. The spots will run later this year in Chicago, Los Angeles and Miami.**

***JOHN BLAIR & CO.*****, New York, again is the subject of takeover speculation. This time potential buyers reportedly are the Belzberg brothers of Canada, whom Wall Street sources say have accumulated almost 5% of Blair's stock, and another, as-yet unnamed group. Sources add that a third group, Price Communications, was eyeing the marketing and broadcasting company, but talks broke off. All parties declined comment.**

***HIGHLAND SUPERSTORES*****, a Taylor, Mich.-based retailer of electronic systems and appliances, will open several stores in the Minneapolis-St. Paul area in early 1987. The company now operates 40 stores in four midwestern states and Texas. It plans to add 18 stores in existing and new markets this year. W.B. Doner & Co., Southfield, handles.**

***ABC-TV*****, New York, which so far has only referred to its "North & South II" miniseries as a spring entry, now is leaning to May airdates for that Civil War epic, says co-producer Warner Bros. Television, Burbank, Cal. At CBS, two other tv novels, "If Tomorrow Comes" and "Dream West," are due March 16 to 18 and April 13 to 15, respectively. Also, ABC has retitled its Feb. 9 "Disney Sunday Movie" to "Time Flyer." It ran earlier on the Disney Channel as "The Blue Yonder." At NBC, its pilot of "The Last Precinct" averaged a 35 share over-all from A.C. Nielsen Co., riding on Super Bowl XX's coattails Jan. 26.**

***ACCOUNT ACTIVITY:*** **Atlantic, New York and Boston, to Ephron, Raboy, Tsao & Kurnit, New York, for trade advertising from Cipriani Inc., Boston.**

***WORTH NOTING:*** **Richard Lynch to senior vp-general manager, a new post at Decker Decker & Freas, New York, from director of acquisitions and new-product development, Citicorp Publishing. . .Thomas Wolf to vp-general manager, a new post at Rodale Press, Emmaus, Pa., from group publisher, Gordon Publications, Randolph, N.J. . . .Columbus, O.-based Borden's carcare products group on April 7 breaks a cable tv campaign for its "No. 7" line. The 30-second spot will air 150 times that month on the Weather Channel. Grey Advertising, New York, handles . . .WTBS, Atlanta, on May 31 will carry the Bruce Jenner-Bud Light Track Classic. Its same-day delayed coverage starts at 10 p.m. (ET). The superstation noted that many of the entrants also will compete in its July event, the Goodwill Games. . .Pittsburgh Brewing Co. last week said it is reviewing an unsolicited $21.50-per-share acquisition offer from an arm of Swan Brewing Co., Sydney, Australia. It expects to announce its position by Feb. 7. . .Whirlpool Corp.'s acquisition of Dart & Kraft's KitchenAid unit, Troy, O., has been upheld by the U.S. appeals court in Cincinnati. Benton Harbor, Mich.-based Whirlpool's proposed purchase has been stalled in the courts for almost a year by several competitors' antitrust suits. . .New Postmaster General Albert Casey confirms reports (AA, Jan. 13) that his tenure may be a short one. He said he hopes to leave by mid-September to accept a teaching position at Southern Methodist University, Dallas. Mr. Casey said on arriving in Washington that his principal task was to find a successor and improve Postal Service management.**

# C-E, Chevy

(Continued from Page 3)

contributions and sales promotions. As much as $50 million could be diverted to regional marketing programs this year. Chevrolet already has committed $25 million to 1986 special-project spending: $6 million in Texas, $4 million in the Northeast corridor, $2 million in Florida and $13 million in the three Pacific Coast states.

C-E last week formed a regional marketing group headed by senior vp-management supervisor Anthony Hopp, who previously was in charge of Chevy truck advertising and merchandising. Mr. Hopp's position parallels the one held within Chevrolet by former California marketing director Edward Roggenkamp III, who in November was named to the new post of marketing manager-field.

Under Mr. Roggenkamp are area marketing managers John Burrow, based in Santa Monica, Cal.; Robert Cenedella in Atlanta; Willard Gerard in Purchase, N.Y., and Colin Stewart Jr. in Detroit. Those regional managers have the authority to determine which products will be emphasized in a particular market and then develop marketing and advertising strategies.

C-E is expected to name area group directors who will parallel and work with the Chevy area marketing managers. Insiders expect account managers and possibly media buyers to be relocated to offices within the regions, though creative staff is likely to remain in Warren.

The agency missed out on one $10 million parcel of the account when Chevy chose Vic Olesen & Partners, Los Angeles, for its California marketing program (AA, Sept. 17, '84). Olesen's account since has expanded to Oregon and Washington with a $13 million budget.

The restructuring within C-E is an attempt to be more responsive to regional needs and reduce the chances of losing more chunks of the account to specialist retail shops.

In addition to advertising, Chevy area managers are responsible for promotions, merchandising, direct mail and public relations in their regions.

For example, Chevy's east area marketing team is sponsoring the Feb. 20 "Drive-Aid" rock concert at New York's Radio City Music Hall to benefit Live Aid's African famine-relief efforts (AA, Dec. 19). Chevy, via C-E, also is supporting an eight-city sweepstakes for an IROC Z28 Camaro autographed by performers at last July's Live Aid concert.#

# Chevy spends big in Texas

**By RAYMOND SERAFIN**

**HOUSTON—The marketing eyes of Chevrolet are upon Texas, where a $6 million effort represents one early test of the General Motors division's new regionalized strategy.**

**"Chevy is making a long-term commitment to bring marketing decisions closer to the market," said Robert Cenedella, Chevrolet area marketing manager-South, who met last week with area dealers here to explain the program that will break Feb. 24.**

**The Texas marketing project made its debut in Dallas-Fort Worth in December.**

**Texas differs even from the other states in Mr. Cenedella's 12-state region of 80 million residents.**

**For starters, about 40% of the 1 million vehicles of all makes bought last year in Texas were trucks, compared with a national average of 30%, and a proportion of only 25% in Florida.**

**Also, Chevy's truck group outsells the division's car line in Texas by about 3 to 2, a reverse of national averages.**

**Media spending in the Texas project is being weighted 60/40 in favor of trucks to reflect that reality.**

**New tv creative, via Campbell-Ewald, Warren, Mich., for Chevy truck shows Texans in favorite fishing spots. "Chevy's got just the truck for you to bring home the catch," the voiceover says.**

**Voiceover on national tv spots has been adapted to the state market.**

**The musical "Lean on me" spot, for instance, now says that "Over the years, more Texans have leaned on Chevy trucks than any other make."**

**Car spots have undergone similar retracking and reediting, with emphasis at first on the Camaro, Cavalier and Celebrity lines.**

**Tag lines have been adapted. "Nothing works like a Chevy truck" is preceded by "Hey Texas!" in all truck spots, while the car closing logo, "Today's Chevrolet," is followed by the tag "for today's Texans."**

**Network tv feeds will be changed to showcase the products Chevy wants to emphasize in Texas.**

**Spot tv will be the primary medium, but new creative will be used for spot radio and outdoor. Radio commercials take a humorous approach, such as in a series of spots described by Bill Ludwig, senior vp-creative director for the project, as "truck styles of the rich and famous."**

**Mr. Cenedella said the decentralized marketing makes Chevy more flexible in responding to local promotions, such as historical activities this year marking Texas' sesquicentennial.**

**Chevy also will put more emphasis on focus groups and other market research, he said.#**

# Gen. Mills

(Continued from Page 3)

nuts. The 12½-oz. boxes will sell for around $2.30.

General Mills would not comment on the product, but Campbell-Mithun, Minneapolis, is believed to handle the account. Its other major cereal agency, Dancer Fitzgerald Sample, New York, was assigned Raisin Nut Bran (targeted to adults).

Both new products add to the rivalry between No. 2 General Mills and Kellogg Co., Battle Creek, Mich., which analysts say now holds a 43.1% share of the $4.3 billion ready-to-eat cereal market.

General Mills, with 22%, is the only other cereal marketer whose efforts analysts credit with having any substantial effect on Kellogg's share, which recently has shown signs of slippage (AA, Jan. 27).

Until last year, General Mills' tendency had been to introduce only one new cereal a year. In 1985, however, the company added three brands—Bran Muffin Crisp, Fiber One and S'Mores Crunch—to its cereal lineup.

Heavy network tv, radio and couponing for Rocky Road begins March 31, retail grocery buyers reported.

General Mills is promising 42 weeks of tv spots during children's time slots, running in four-week flights for a total of 300 gross ratings points.

Prime time tv advertising, also pledged to run for 42 weeks, breaks March 31, too. Those spots will run in three-week flights for a total of 875 grps. An additional five weeks of spots breaking April 6 will be concentrated during "family" viewing hours for an average of 50 grps each week, retail sources said.

Radio spots aimed at teen agers will start April 6, followed by a 35¢-off coupon dropped via newspaper freestanding insert April 13. A 25¢-off fsi coupon is planned for June 8 and a 30¢-off coupon is planned for Sept. 7.#


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# AIDS

(Continued from Page 67)

to handle consumer advertising "to strengthen the brand," a spokeswoman said. (Poppe Tyson, New York, continues to handle trade advertising.)

Condom marketers still are limited primarily to print advertising, but other barriers are breaking down, thanks in part to the AIDS epidemic, industry officials say.

One example they cite is Warner-Lambert's cable tv ads, via J. Walter Thompson USA, New York, for its Lifestyles brand condoms (using Dr. Ruth Westheimer).

Some condom marketers suggest they may try to use the AIDS issue as a lever to break the long-standing taboo against tv broadcasts of condom commercials.

Tv executives do not see condom advertising in the future. "We feel contraceptives are controversial and a significant amount of our audience finds it offensive on moral and religious grounds," said George Schweitzer, vp-communications, CBS Broadcast Group.

• **Other ventures.** A Los Angeles company that calls itself the National Assn. for AIDS Awareness wants to open a 7,000-sq.-ft. clinic that would test individuals for AIDS and advertise the service.

The service, which already does leafletting and pr, would issue an identification card saying the bearer had not been exposed to the virus if the tests are negative.

The Los Angeles city government so far has refused to issue a medical building permit for the center, citing zoning ordinances.

Elsewhere, other companies have placed ads for "viral sprays" that allegedly protect against AIDS. "There are companies making these claims and when you try to find them, they're out of business," said an EPA spokesman.#


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